



Acquisition Strategy and Implementation

Nancy Hubbard

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"An independent consultant, Hubbard (business administration, Oxford U.) explains why half of all attempts to acquire a business, or merge two businesses, fail. Then she explores the psychology involved, describes a process for acquiring, and presents five case studies in which the names and other details of both the companies and people have been changed. The section on psychology particularly discusses the reaction of employees whose means of livelihood have just been bought and sold."—Book News, Inc.

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